



ANNUAL REPORT FY22

An update provided to the Corporation for Public Broadcasting and our valued community stakeholders.

LOCAL SERVICES

Michigan Radio is the public radio service licensed to the University of Michigan. Our mission is to “uncover the facts, share the stories, and create the connections that give meaning to our complex world.” You can find us on our five broadcast stations (WUOM 91.7 FM Ann Arbor and Detroit, WFUM 91.1 FM Flint, WVGR 104.1 FM West Michigan, WRSX 91.3 FM Port Huron, and WLNZ 89.7 FM Lansing), news website (www.michiganradio.org), social media sites ([Facebook](https://www.facebook.com/michiganradio), [Twitter](https://twitter.com/michiganradio), [Instagram](https://www.instagram.com/michiganradio), and [TikTok](https://www.tiktok.com/@michiganradio)), podcast platforms (i.e., Google and Apple podcasts), and in community spaces.

LOCAL JOURNALISM CONTENT

In addition to offering daily news programming from national and international public radio outlets, such as National Public Radio (NPR) and the British Broadcasting Corporation (BBC), Michigan Radio produces and distributes its own local journalism. We employ 31 full-time staff dedicated to creating journalism content, including reporters, producers, editors, and hosts who work at our headquarters in Ann Arbor and at bureaus in Detroit, Flint, and Grand Rapids.

Michigan Radio’s team of award-winning journalists presents statewide news in hourly newscasts throughout the day and multiple times per hour during drive/commute times. In addition, our content staff develops in-depth reporting via feature stories, enterprise and investigative reports, long-form interviews, and podcasts. The following are highlights of local news coverage produced by Michigan Radio in Fiscal Year 2022 (July 1, 2021 – June 30, 2022):

HEALTH

Michigan Radio continued to provide coverage of the [COVID-19 pandemic](#) as it stretched through a second year and into a third. Led by Reporter Kate Wells, our newsroom helped keep the Michigan public informed about the end of government-mandated masking and gathering restrictions, vaccine availability, and school protocols. We also reported stories from local hospitals struggling with understaffing and surges in both COVID and non-COVID patients. In addition, we explored what would happen to [abortion care](#) in Michigan as the U.S. Supreme Court released a decision to overturn Roe v. Wade.

ENVIRONMENT

From chemical spills and algal blooms, to a threatened bird species further endangered by avian flu, to the discovery of the tallest tree in the state, Michigan Radio reported on a breadth of environmental topics. The most common throughline of our



Protesters for and against legal abortions clash in Ann Arbor on May 14, 2022. The U.S. Supreme Court overturned Roe v. Wade in June 2022, retracting the constitutional right to an abortion (Jodi Westrick).

coverage, however, was water. Led by Reporter Lester Graham, we produced a documentary titled “[Great Lakes in Peril](#),” a culmination of journalism exploring how invasives, pollution, and climate change are impacting the health of the Great Lakes. In partnership with the Great Lakes News Collaborative, we also published a series of stories titled “[Water’s True Cost](#),” which explored widespread issues related to the cost of drinking water and water infrastructure in Michigan.

JUSTICE AND SAFETY

As the Black Lives Matter movement continued to reverberate throughout the nation, Michigan Radio’s news coverage documented events playing out in Michigan. This included an in-depth look at a surge in concealed weapon-related arrests in Detroit and the fatal shooting of a young Black man by a Grand Rapids police officer. Our journalism also followed the arrests and trials of Michiganders accused of taking part in the January 6th attack on the U.S. capitol; reported on sexual abuse cases taking place at three of Michigan’s public universities; and covered a tragic and deadly shooting at Oxford High School.



In Fall 2021, the emergency department at Sparrow Hospital in Lansing struggled to find beds for patients. The surge in ER visits resulted in part from the delay of care for non-COVID-19 conditions (Lester Graham).



An estimated 600 people participated in the March for Our Lives demonstration in Oxford, Michigan on June 11, 2022. Oxford High School experienced a deadly shooting earlier in the school year (April Van Buren).

POLITICS AND GOVERNMENT

This was an eventful year in Michigan politics, and Michigan Radio covered a range of issues and happenings, including: the trial of four men accused of plotting to kidnap Governor Gretchen Whitmer; the progress of a citizen redistricting commission tasked with redrawing Michigan’s congressional map; 2021 local and special elections; and more. Led by Reporter Tracy Samilton, our newsroom also reported extensively on changes made to [Michigan’s no-fault auto insurance laws](#), which retroactively removed medical benefits for thousands of people already living with injuries from catastrophic car crashes. In addition, Samilton and Michigan Radio’s Stateside team created a three-part podcast, [Collision Course](#), featuring Detroit Red Wings hockey legend Vladimir Konstantinov, who lost the care he needed to live with a traumatic brain injury.

EDITORIAL AND PROGRAMMATIC INITIATIVES

In FY22, Michigan Radio continued to offer several station-produced programs, including:

- ◀ *Stateside*: Hosted by April Baer, [Stateside](#) is a news-magazine program that focuses on topics and events that matter to people all across the state. *Stateside* also produces special series about arts and culture, health, education, literature, and history, among others. It airs Monday–Friday, 3–4 p.m., with an encore broadcast at 9 p.m. In addition, *Stateside* has a daily podcast that offers a digest of the most important conversations happening on the program.
- ◀ COMMENTARY: Michigan Radio produces a weekly segment with U-M Linguistics Professor Anne Curzan, called [That’s What They Say](#), which explores our changing language and explains why we say what we say. We also offer commentary from Sports Commentator John U. Bacon and editorial cartoonist John Auchter.

EMERGENCY INFORMATION

Michigan Radio is a participating station in the Emergency Alert System (EAS). As such, we disseminate critical information about national and state emergencies to the public via our five FM signals. Michigan Radio also provides severe weather alerts based on notifications from the National Weather Service and National Oceanic and Atmospheric Administration.

COMMUNITY ENGAGEMENT

At Michigan Radio, we aim to meaningfully engage with members of local communities in order to facilitate civilized conversations and the respectful exchange of ideas. In FY22, we implemented several initiatives that helped us engage with the public, both in the digital space and in person:

DIGITAL PLATFORMS

Michigan Radio’s most successful digital engagement efforts are happening on Facebook and Twitter, where users interact with one another and with our journalists about news and events. In FY22, we expanded our work in the digital sphere to reach younger and more diverse audiences via Instagram and TikTok.

COMMUNITY EVENTS

Michigan Radio’s community events bring news and entertainment programs to stages, pubs, and local businesses. We implement a variety of in-person and virtual programs that offer live storytelling, engaging discussions, and interactions with Michigan Radio personalities, such as: [Issues and Ale](#) discussion series, Stateside Live, and [Cheers!](#) craft cocktail events. In FY22, we also deepened our engagement efforts in Detroit to include events that offered actionable information and expert advice about due process rights and housing.

KEY INITIATIVES

Michigan Radio takes pride in being a valuable, contributing member in communities across the state. One important way we do this is to engage in productive partnerships with community organizations and other news outlets.

BOLSTERING COVERAGE OF WATER AND WATER SYSTEMS

Headed by Environment Reporter Lester Graham, Michigan Radio continued as a key member of the [Great Lakes News Collaborative](#) (GLNC). The collaborative consists of Michigan Radio, Detroit Public Television, Bridge Michigan, and Circle of Blue. The group collaborates to increase news coverage about the Great Lakes and drinking water issues by co-reporting, sharing content, and combining resources. The GLNC was supported in part by the C.S. Mott Foundation.

FILLING INFORMATION GAPS

In Fall 2021, Michigan Radio launched an [Enterprise Unit](#) (subsequently known as Amplify). The goal of the five-person team is to connect Michiganders with the resources and information they need to thrive. This can take the form of in-depth reporting, how-to guides, and community events that help people become their own best advocates on basic needs like housing, public safety, health, and more. In FY22, community partners included: Arise Detroit!, Neighborhood Defender Services, Detroit Justice Center, Safe and Just Michigan, Nation Outside, Michigan Roundtable for Diversity and Inclusion, and Michigan Liberation, among others.

USING AI TO REPORT ON GOVERNMENT MEETINGS

Spearheaded by West Michigan Reporter Dustin Dwyer and Digital Product Developer Brad Gowland, [Minutes](#) is a speech-to-text tool that collects information on government meetings and populates a database of meeting transcripts from more than 40 municipalities. The product was developed with a 2019 grant award from the Google News Initiative and was further enhanced through the Associated Press' AI in Local News Program.

EXPANDING REACH OF STATESIDE

Michigan Radio has content-sharing partnerships that extend the reach of its daily, news-magazine program, *Stateside*. Interlochen Public Radio broadcasts *Stateside* on its three news stations in northern Michigan: 91.5 FM Traverse City; 90.1 FM Harbor Springs/Petoskey; and 89.7 FM Manistee/Ludington. Northern Michigan University (90.1 FM Marquette) and Minnesota Public Radio (91.1 FM Houghton) broadcast the program in the Upper Peninsula.



In partnership with the Great Lakes News Collaborative, Michigan Radio published a series of stories titled "Water's True Cost." Here, a City of Tecumseh crew excavates to get to a broken water main (Lester Graham).

ENHANCING SERVICE IN MICHIGAN'S CAPITAL

In November 2021, Michigan Radio began simulcasting its broadcast programming on WLNZ 89.7FM to enhance its broadcast service in Lansing, Michigan's state capital. This was a result of a new partnership agreement with Lansing Community College (LCC), which holds WLNZ's license. LCC continues to air its own programs on Saturdays at 1 pm and Sundays at 6 pm.

SUPPORTING STATE GOVERNMENT COVERAGE

Michigan Radio is a member of the Michigan Public Radio Network (MPRN), a consortium of 10 public broadcasters that supports a shared capitol news bureau in Lansing. Michigan Radio's news director, Vincent Duffy, serves as MPRN's managing editor and coordinates the sharing of news stories across all participating stations.

COMMUNITY ORGANIZATION SPONSORSHIPS

Michigan Radio strives to partner with local community organizations in order to help increase the visibility of their services and events. In FY22, we partnered with 28 organizations in ten different communities to promote their services and events on-air and online at no cost. Based on current trade sponsorship rates, the value of the media exposure provided to these organizations was over \$100,000.

COMMUNITY IMPACT

Michigan Radio measures its impact across a range of factors, including audience reach, audience research and feedback, and award recognition. We also assess additional indicators of success for our key initiatives, such as increasing awareness and connection and holding chief decision-makers accountable.

AUDIENCE REACH

According to Nielsen Audio National Regional Database, Michigan Radio had a monthly broadcast audience of 900,500 people in Spring 2022 (Persons 12+, Mon-Sun 6am-12Mid), representing an increase of almost 5% over Spring 2021 ratings. Our monthly website audience averaged more than 275,300 unique users and 239,015 live stream listeners, while we ended FY21 with over 112,000 combined followers on Facebook, Twitter, and Instagram.

LOCAL AUDIENCE RESEARCH

Seven hundred Michigan Radio audience members participated in the 2022 Public Radio Tech Survey conducted by Jacobs Media, in which they were asked why they listen to public radio. The top five main reasons were: (1) to be informed about the news; (2) more trustworthy and objective programming; (3) deeper news perspective; (4) enjoy learning new things; and (5) balanced perspectives.

AWARD RECOGNITION

Michigan Radio earned a total of 37 **journalism awards** from eight different agencies for its 2021 news coverage. This includes the 2022 RTDNA Edward R. Murrow Award winner for "Overall Excellence" in region 7, which consists of public and commercial stations in Michigan, Ohio, Indiana, and Illinois. Recognition also came from the following agencies: Michigan Association of Broadcasters, Michigan Associated Press Media Editors, Detroit Society of Professional Journalists, Public Media Journalists Association, Sierra Club of Michigan, U.S. Water Alliance, and Clean Water Action.

LISTENER / USER FEEDBACK

We frequently find indicators of impact in the form of listener/user comments as we implement key initiatives and partnerships throughout the year. Here is just a small sample of comments we received in FY22:

“Michigan Radio enriches my life. I am a better person, and better informed as a result of listening. You bring NPR to me, but that is just a small part of the package. Your coverage of Michigan news and broadcasts of the viewpoints of Michigan civic and political leaders is the best.” –Gary, Kalamazoo

- ◀ “Hi Nisa!... I must applaud you and Beenish for a well written story, thank you for sharing our experience with the world and for your dedication to this story, without you and Beenish it would have gone untold...” - Wayne County Jail inmate“
- ◀ “April Baer managed to poke harder and dig deeper with questions I've never been asked before. The resulting conversation was as intense as it was invigorating and at the same time, deliciously fun.” - Harvey, Detroit
- ◀ “Michigan Radio is a life-line, a saver of sanity, a source of informed reporting and fascinating stories and intelligent entertainment. You illuminate every challenging day.” - Rachele, Beverly Hills
- ◀ “I appreciate your coverage of news with facts and without opinionated language. Many mainstream news sources use adjectives and vocal tone to exaggerate, dramatize, and influence the listener to a certain view. Your straightforward reporting is valued. Thank you!” - Denise, Delton



After Michigan Radio released a story featuring Detroit resident Arniez, Detroit Police Chief James White denied targeting Black drivers for gun charges. Arniez, a legal gun owner, was arrested after a traffic stop at a busy intersection for carrying a concealed weapon (Beenish Ahmed).

- ◀ “As a medical professional, I believe fact-based journalism is an important piece to helping society pull through this pandemic. Hearing accurate information from familiar voices helps people buy into scientific recommendations...” - Sarah, Portage
- ◀ “Michigan Radio enriches my life. I am better informed, and a better person as a result of listening. You bring NPR to me, but this is just a small part of the package. Your coverage of Michigan news and broadcasts of the viewpoints of Michigan civic and political leaders is the best.” - Gary, Kalamazoo

OTHER SUCCESS INDICATORS

We also find evidence of impact in feedback and actions as a direct result of our reporting and community initiatives. Here is just a small sample of other FY22 success indicators:

HOLDING DECISION-MAKERS ACCOUNTABLE

- ◀ In response to the reporting series, “Water’s True Cost,” by Environment Reporter Lester Graham and the Great Lakes News Collaborative, the Director of the Michigan Department of Environment, Great Lakes, and Energy, Liesl Clark, offered the following comment to Graham in an interview:

“I really appreciated your work on water infrastructure over the last week or two. I wanted to make sure I heard one statistic, and I don’t know that I heard it in any of your coverage, which is that with PA53 the governor signed about four weeks ago... this is such an opportunity for locals, and so my plea to communities is even if you don’t think your project fits under the [State Revolving Fund] right now, still

consider just putting in just the two pager because we have so much opportunity to try to figure out how to put the funding puzzle pieces together to help communities really achieve the projects they want to achieve. The dollars are not enough to pay for all our water infrastructure problems in Michigan, but they are certainly going to give us a really good boost. It’s a historic moment, and it’s something I’ve been thinking about and reflecting about on all your coverage.”

- ◀ After publishing “[A surge in arrests, a court docket jammed with weapons charges: How Detroit responded to an uptick in gun crimes](#),” by Criminal Justice Reporter Beenish Ahmed and Data Reporter Nisa Khan, Detroit Police Chief James White [held a news conference](#) at which he denied targeting Black drivers for gun charges. “We can constitutionally make our city safer, and we’re going to do that,” White said. “We are not going to make apologies for making arrests for weapons [or] for people who use weapons to resolve disputes.”

INCREASING AWARENESS AND CONNECTION

- ◀ After attending Michigan Radio’s community conversation, “[Widening the narrative](#),” participant Edward Sanders, LLMSW commented on the event on LinkedIn:

“Jamie Simmons, thank you for putting together a great Michigan Public Radio show with the formerly incarcerated community. I am using the word community intentionally with regard to the men and women that shared the space at Mama Akua Community House in Detroit on June 1st, 2022. These men and women utilized their personal storytelling from their lived experiences to advocate, care for, and protect others in the African values and traditions of communitarian. I am proud to know and be connected to each of them without exception. Jamie you guys (MPR) did widen the narrative for Detroit and beyond!”

- ◀ After convening a virtual community conversation, “Due process rights in Wayne County Jail,” we heard from one attendee that it “gave us a lot of great resources however we still have no luck getting a trial date.” We also heard from people in jail whose families attended the event that they thought it was useful and raised questions they could bring to their lawyers about speedy trial issues. One person reported that he got a new lawyer who filed a speedy trial motion for him after the event, when his previous lawyer was unwilling to file such a motion.

MEETING NEEDS OF DIVERSE AUDIENCES

Michigan Radio is working toward diversifying its audiences by evolving its programming and delivery platforms and diversifying its staffing composition to better serve Michigan communities.

The key imperative of Michigan Radio's current strategic plan is "to diversify and grow our audiences." We have pledged to diversify our own staffing composition and evolve our programming and delivery platforms in ways that better serve younger and more diverse populations. In addition, we are continuing to provide paid internships to make on-the-job learning opportunities more accessible for people of all backgrounds with the support of a dedicated endowment fund.

Our strategic plan also calls for developing healthy, long-term relationships with underrepresented communities in Michigan, paying particular attention to those in our prime listening areas and beginning with the city of Detroit. Toward this aim, we implemented two new initiatives in Detroit in FY22 and will be continuing them throughout FY23 and beyond:

CRIMINAL JUSTICE REPORTING

In September 2021, Michigan Radio hired its first criminal justice reporter, Beenish Ahmed. Ahmed is based in Detroit and is part of the station's Enterprise Unit, which also consists of a data reporter, community engagement reporter, editor, and director. Ahmed and Data Reporter Nisa Khan released [an investigative report](#) in February 2022 that found more than 120 inmates at the Wayne County Jail (WCJ) had been held for over 18 months awaiting trial due to pandemic delays. While developing this story, Ahmed and Khan communicated with about two dozen individuals held inside the WCJ and obtained and analyzed data on current inmates, among other things. The story's release was followed with a virtual event for the loved ones of WCJ inmates. A panel of lawyers discussed issues related to speedy trial rights and pending legislation that could require more expediency from courts. Participants were able to ask questions and connect with one another about supporting people inside. And finally, the Enterprise Unit created "[A guide to understanding due process rights in Wayne County jails](#)," which was mailed to WCJ inmates along with copies of the investigative story. Criminal justice reporting was supported in part by the Public Welfare Foundation.



An investigative report by Michigan Radio revealed that over 120 Wayne County Jail inmates had been held for more than 18 months awaiting trial due to pandemic delays (Paulette Parker).

COMMUNITY ENGAGEMENT JOURNALISM

In December 2021, Michigan Radio added a community engagement reporter, Jamie Simmons, to its Enterprise Unit with the goal to better serve Detroiters who are not hearing about the issues that affect them in the mainstream news. In collaboration with ARISE Detroit!, we formed a Community Reporting Engagement Council to serve as a thought partner, sounding board, and networking hub. Council members identified housing as the top issue they wanted to see better covered by the media. Simmons and the Enterprise Unit published a series of two in-depth stories on housing, including: "[A Detroit neighborhood is redefining 'affordable for Detroit' as the rental market hits an all-time high](#)" and "[This Detroit neighborhood is using the community land trust model to help ensure affordable housing](#)." Simmons also organized a Housing Resource Forum, where people could ask questions of experts and advocates and get information on rent assistance, land contracts, and eviction help. The initiative was supported in part by the Community Foundation for Southeast Michigan.

FY22 FINANCIALS

Michigan Radio finished FY22 in strong financial standing thanks in large part to its contributing member base, which accounts for nearly 60% of the station's annual operating revenue. We were also fortunate to experience a rebound in corporate sponsorship support in FY22, representing almost 20% of our annual revenue, after suffering significant losses in FY21 due to the COVID-19 pandemic.

REVENUE

Individual gifts*	\$6,325,081	59.4%
Corporate sponsorship	\$2,082,441	19.6%
Other**	\$1,047,816	9.8%
Net investment income	\$716,840	6.7%
Corp. for Public Broadcasting	\$471,647	4.4%
	\$10,643,824	100%

Individual gifts (membership), corporate sponsorship, and other revenue were Michigan Radio's largest sources of revenue in FY22 (July 1, 2021 - June 30, 2022). FY22 revenue totaled \$10,643,824, a 3.3% decrease compared to FY21 and a 15.3% increase over FY20.

*At the close of FY21, Michigan Radio had 32,577 contributing members.

***Other* includes government and foundation grants, trade, rental income, media sales/royalties, and indirect administrative support from the University of Michigan.

EXPENSES

Programming & production	\$5,543,582	55.7%
Development*	\$2,582,385	25.9%
Management & general	\$1,162,171	11.7%
Engineering	\$670,375	6.7%
	\$9,958,513	100%

Programming and development represented Michigan Radio's two largest areas of expense in FY22. Expenses totaled \$9,958,513, a 7.4% increase over FY21 and a 4.0% increase over FY20.

**Development* includes membership, major gifts, grants administration, corporate support, and marketing.

ENDOWMENT

FY22	\$6,594,496
FY21	\$5,899,843
FY20	\$4,264,025

Michigan Radio maintains a combination of permanent and quasi-endowment funds. The sum of the endowed funds at the close of FY22 totaled \$6,594,496, a 11.8% increase over FY21 and a 54.7% increase over FY20.

Note: Figures are based on unaudited data. For complete, audited financials, visit Michigan Radio's [public documents page](#).

FY22 SUPPORTERS

In FY22, Michigan Radio generated the majority of its funding from nearly 32,800 individuals, corporations, and foundations. It is because of this group of generous supporters that we are able to continue providing freely accessible, fact-based news and information to the people of Michigan 24 hours/day, 365 days/year. The following is a list of our corporate and foundation supporters.

SUPPORTERS \$20K AND UP

AARP of Michigan
Alden B. Dow Home & Studio
Ann Arbor SPARK
Arbor Hospice
Ascension Michigan
Atomic Object LLC
Baker College
Bank of Ann Arbor
Blanchard & Walker PLLC
Calvin University
Charles Reinhart Company Realtors
Charles Stewart Mott Foundation
Community Foundation for Southeast MI
Consumers Energy Foundation
Corporation for Public Broadcasting
Dawn Farm
Detroit Opera
DuMouchelles
Enbridge
Exchange Capital Management
Experience Grand Rapids
Flint Institute of Arts
Girl Scouts Heart of Michigan
Google News Initiative
Greenleaf Trust
Harness IP
Healthcare DME
Henry Ford Health System
Holland Area Visitors Bureau
Hope Foundation, The
Hospice of Michigan
Kerrytown Market & Shops
Lake Trust Credit Union
Liberty Title
Michigan Agritourism Association
Michigan Arts & Culture Council
Michigan Child Protection Registry

Michigan Technological University
National Heritage Academies
Public Welfare Foundation
Retirement Income Solutions
Silver Maples Retirement Neighborhood
Sloan Museum & Longway Planetarium
TechSmith Corporation
Travel Marquette
Traverse City Visitors & Convention Bureau
U-M Department Of Neurology
U-M Flint
U-M Flint Graduate Programs
U-M Merit Network
U-M Michigan Online
U-M Penny Stamps School of Art & Design
Penny Stamps Speaker Series
U-M School of Dentistry
U-M University Musical Society
Van Andel Institute
Wharton Center for Performing Arts

SUPPORTERS UNDER \$20K

AEG Presents
Allergy & Immunology Associates of MI
Allstate Home Leisure
Alzheimers Association
Ann Arbor Academy
Ann Arbor Antiquarian Book Fair
Ann Arbor Area Transportation Authority
Ann Arbor District Library
Ann Arbor Film Festival
Ann Arbor Summer Festival
Ann Arbor Symphony Orchestra
Antique Touring Company
Arab American National Museum
Arc of Northwest Wayne County
Arts & Eats
Beaumont Health Spectrum Health

Birmingham Shopping District, The
Booksweet
Brass Band of Battle Creek
Brewery Vivant
Broadway in Detroit
Cardamom Restaurant
Catholic Social Services of Washtenaw Cnty
Celebration Cinema
Center for the Arts of Greater Lapeer
Children's Advocacy Centers of Michigan
Citizens Research Council of Michigan
Cottage & Lakefront Living Show
Cranbrook Art Museum
Creative Windows
Crim Fitness Foundation
Cultureverse
Downtown Grand Rapids, Inc.
DTE Energy
East Lansing Art Festival
Ella Sharp Museum of Art and History
Encore Musical Theatre Company
Evert Health
Experience Jackson
Ferndale Downtown Development Authority
FIM Capitol Theatre
FIM Flint Repertory Theatre
Fireside Hearth & Home
Flint Institute of Music
Ford House
Frederik Meijer Gardens & Sculpture Park
Grand Rapids Boat Show
Grand Rapids Community College
Grand Rapids Community Foundation
Greenhills School
Grove Atlantic
Hall Financial
Hauenstein Center for Presidential Studies
Hope Summer Repertory Theatre
Impression 5 Science Center

Inn at Bay Harbor
 Innovation Arts & Entertainment
 Integrity Shows
 Irving S. Gilmore International Keyboard
 Festival
 John Ball Zoo
 Kalamazoo College
 Kendall College of Art & Design
 LawnGuru
 Library of Michigan
 Literacy Center of West Michigan
 Live Nation
 Marshall Fredericks Sculpture Museum
 Martin Waymire Agency
 MeanRed Productions
 Michigan Association of Nurse Anesthetists
 Michigan Association of United Ways
 Michigan Biological Industry Association
 Michigan Center for Youth Justice
 Michigan Education Special Services Assoc.
 Michigan International Auto Show
 Michigan Nature Association
 Michigan State Lottery
 MSU Broad Art Museum
 MSU Broad College of Business Exec. MBA
 MSU Communications & Branding
 MSU Museum & Science Gallery
 Michigan Theater Foundation
 Michigan Theatre of Jackson
 Michigan Wildlife Council
 Midland Center for the Arts
 Mighty Good Coffee
 Mika, Meyers, Beckett & Jones, PLC
 Miller-Davis Company

Mission Point Press
 Move Wellness
 Muskegon Museum of Art
 Nacht Law
 Nature Conservancy Michigan Chapter, The
 Organizational Research Services, Inc.
 People First Economy
 Physicians Health Plan of Michigan
 Pittsburgh Foundation
 Purple Rose Theatre
 Rapid, The
 REACH Studio Art Center
 Regional Transit Authority of Southeast MI
 Rudolf Steiner School
 ShindelRock
 Siena Heights University
 Sleeping Bear Dunes Visitors Bureau
 Sphinx Music Competition
 Springboard for the Arts
 St. Cecilia Music Center
 Stronghearts Native Helpline
 Three Lyons Creative
 Toledo Zoo & Aquarium
 Travel Wisconsin
 Treeline Conservancy
 Trinity Health Corporation
 United Bank
 United Way of South Central Michigan
 U-M Arts Initiative
 U-M College of Engineering Materials
 Science & Engineering
 U-M Dearborn Office of Communications &
 Marketing
 U-M Distinguished University Professorship

Lecture Series
 U-M Flint College of Innovation &
 Technology
 U-M Flint Doctor of Occupational Therapy
 Program
 U-M Flint Physician Assistant Program
 U-M Ford School of Public Policy
 U-M Heinz C Prechter Bipolar Research
 Program
 U-M Henry Russel Lecture
 U-M Institute for the Humanities
 U-M Matthaei Botanical Gardens & Nichols
 Arboretum
 U-M Michigan Media
 U-M Michigan Quarterly Review
 U-M MuseUniversity of Michigan of Art
 U-M Physics Department
 U-M Press
 U-M School of Social Work
 U-M SpectrUniversity of Michigan Center
 U-M Veteran & Military Services
 U-M Wallace House
 U-M William Davidson Institute
 U-M William L. Clements Library
 Van Andel Arena
 Vestergaard Farms
 Washtenaw County Conservation District
 WSU Marketing & Communications
 West Michigan Rideshare
 Western Michigan University
 WMU Institute of the Environment &
 Sustainability
 Williamston Theatre
 Willingham & Cote PC